

CLAIMS

1. A system for marketing real estate, comprising:

^{setting}
a venue ^{containing} potentially interested and qualified real estate buyers, said
venue being controlled by a venue operator;

5 a data gathering means, ^{said} means permitting said buyers to enter information
into a data base, ^{said} means being controlled by a supplier of either of
goods and services to the real estate industry;

^{customer} contacts, said contacts resulting from information entered into said
data gathering means by said buyers; and

10 an agreement between the venue operator and the supplier of either of goods
and services to the real estate industry to share revenues resulting from
either of sales, rentals and services provided based on said data
gathering.

- 15 2. A system for marketing real estate as described in Claim 1 wherein ^{the} information
entered into the data base comprises the buyer's contact information and real estate
preference information. ^{- non-funct descript material}

- 20 3. A system for marketing real estate as described in Claim 2 wherein ^{the} buyer's contact
information comprises name, address, telephone and facsimile numbers, e-mail
address and times to be reached. ^{n-f des. material}

4. A system for marketing real estate as described in Claim 2 wherein the real estate preference information comprises the buyer's desired location, building size, lot size, number of rooms of a particular specification, climate control features, other building features, lot features and location features.] n-f d, mat.

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5. A system for marketing real estate as described in Claim 1 wherein the venue containing potentially interested and qualified real estate buyers further comprises:

an open house, said open house being a real estate property [held open for
public viewing and offered for either of sale and lease.]

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6. A system for marketing real estate as described in Claim 1 wherein said data gathering means further comprises:

a computer terminal, said terminal including a video screen, input means, non-volatile memory and central processing unit;

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data collection and organizing software running on said computer terminal;

user-friendly instructions [for real estate buyers to enter contact and preference
information; and

means for sorting and selecting and potential buyers from said input
information.

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7. A system for marketing real estate as described in Claim 6 wherein [the data collected at the computer terminal in the venue is relayed to a central location for addition to a

master data base, said master data base providing means to track the origin of real estate contacts resulting from said collected information.]

8. A system for marketing real estate as described in Claim 1 [wherein the information
5 entered into the database further includes responses to a contest displayed in connection with the data gathering means.]

9. A system for marketing real estate, comprising:

a venue containing potentially interested and qualified real estate buyers, said

venue being controlled by a venue operator;

a data gathering means, said means permitting said buyers to enter information
into a data base, said means being controlled by a promoter;

customer contacts, said contacts resulting from information entered into said
data gathering means by said buyers; and

15 an agreement between the venue operator and the promoter to share revenues
resulting from either of sales, rentals and services provided based on
said data gathering.

10. A system for marketing real estate as described in Claim 9 wherein the information
20 entered into the data base comprises the buyer's contact information and real estate
preference information.

11. A system for marketing real estate as described in Claim 10 wherein the buyer's contact information comprises name, address, telephone and facsimile numbers, e-mail address and times to be reached.

5 12. A system for marketing real estate as described in Claim 10 wherein the real estate preference information comprises the buyer's desired location, building size, lot size, number of rooms of a particular specification, climate control features, other building features, lot features and location features.

10 13. A system for marketing real estate as described in Claim 9 wherein the venue containing potentially interested and qualified real estate buyers further comprises:
an open house, said open house being a real estate property held open for
public viewing and offered for either of sale and lease.

15 14. A system for marketing real estate as described in Claim 9 wherein said data gathering means further comprises:

a computer terminal, said terminal including a video screen, input means, non-volatile memory and central processing unit;

data collection and organizing software running on said computer terminal;

20 user-friendly instructions for real estate buyers to enter contact and preference information; and

means for sorting and selecting and potential buyers from said input information.

15. A system for marketing real estate as described in Claim 14 wherein the data collected at the computer terminal in the venue is relayed to a central location for addition to a master data base, said master data base providing means to track the origin of real estate contacts resulting from said collected information.

16. A system for marketing real estate as described in Claim 9 wherein the information entered into the database further includes responses to a contest displayed in connection with the data gathering means.